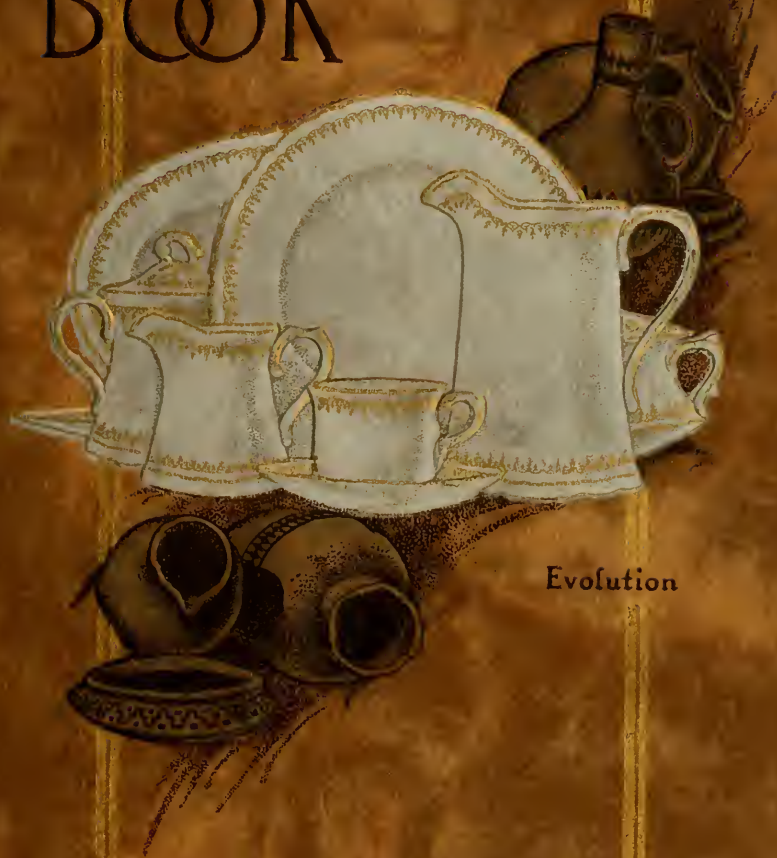


THE CHINA BOOK



Evolution



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THE CHINA BOOK

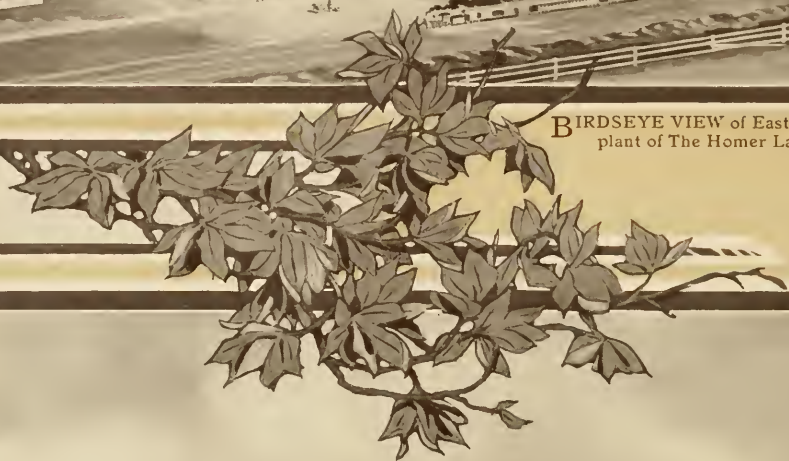
*"And has not such a story from of old
Down Man's successive generations rolled,
Of such a clod of saturated earth,
Cast by the Maker into human mold?"*

—The Rubaiyat.

Copyright 1912
THE HOMER JAUGHLIN CHINA CO.
Newell, W. Va.



BIRDSEYE VIEW of East Liverpool, Ohio,
plant of The Homer Laughlin China Co.



FRONT VIEW of Newell, W. Va., plant of The Homer Laughlin China Co.
The main buildings cover an area about two
blocks long by one block wide.



FOREWORD



China is an evolution of one of the earliest manifestations of civilization. It is found in every household. Where does it come from? How is it made? What materials are used? These questions occur to many. Few are able to answer them.

This book tells how china is made in the greatest pottery in the world. It sketches the phenomenal growth of an American institution, gives a glimpse of the ideals which inspire its management, and offers helpful suggestions on the selection and care of china.



THE site of Newell, W. Va., six years ago, viewed from East Liverpool, O.

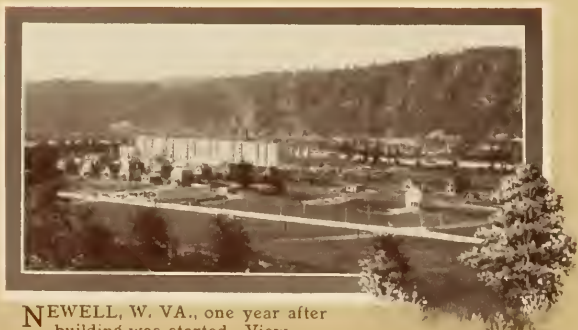
The new factory now overlooks the river from the promontory at the extreme right.

-- Sounding of the -- HOMER LAUGHLIN CHINA CO.

The Homer Laughlin China Co. had its birth in 1871 when Homer and Shakespeare Laughlin built a two-kiln plant at East Liverpool, O., on the banks of the Ohio river. The first few years were times of stress and unremitting effort for the Laughlin Brothers, yet the factory's trade-mark soon came to be known as a symbol of quality. In 1876 this China received the highest award at the Philadelphia Centennial Exposition. Since that time it has won wherever it has been exhibited in competition with kindred wares. This is a record to be proud of; for the making of good china is not a simple task.

A Wonderful Record of Progress

In 1897, when the present company was incorporated, the plant consisted of only four kilns, and its daily product was a mere fraction of what it now is. In 1899 a new and greatly enlarged plant was built at East Liverpool. During the next few years other factories were built and added to this until thirty-two kilns were available, with a daily output of 140,000 pieces. Even this was not sufficient to take care of the orders which poured in, so six years ago it became necessary to build a still larger factory.



NEWELL, W. VA., one year after building was started. View taken from Newell Hills.

ARTICLES SHOWN ON PAGE FIVE

WHITE WARE—Useful Staples CABLE PATTERN

1. OVAL VEGETABLE DISH, OPEN
2. DESSERT DISH
3. PLAIN TEA CUP AND SAUCER
4. OYSTER BOWL, 1½ PINTS
5. PITCHER, 3 PINTS
6. ROUND OPEN VEGETABLE DISH
7. MIXING BOWL, 3 PINTS
8. DINNER PLATE
9. BOWL, 1½ PINTS
10. MEAT PLATTER

DUTCHESS SHAPE 11. BOWL AND PITCHER

WHITE WAVE
USEFUL STAPLES




HARTLEY & CO.



SUSPENSION BRIDGE over the Ohio River, connecting East Liverpool with Newell.

Creating a Model Industrial City

On the banks of the Ohio in West Virginia, a little below East Liverpool, Ohio, is a high, level plain, bordered on one side by the river, and on the other by the foot-hills of West Virginia. It is very beautiful, but was at that time almost inaccessible from the Ohio side. Here, on the brow of the bluff, looking across the great river to the picturesque hills of Ohio and Pennsylvania, the Homer Laughlin China Co. decided to build the greatest china factory in the world, and incidentally the town of Newell. A suspension bridge was thrown across the Ohio river from East Liverpool. A road was blasted out of the face of the cliff. An electric railway was built. Streets were paved. A magnificent public park, one of the finest in the state, was laid out. Within one year a huge turreted factory was erected, many attractive homes built and a delightful playground for the people created.



A typical group of houses owned principally by Homer Laughlin workmen. Newell is a village of comfortable homes and artistic surroundings.

ARTICLES SHOWN ON PAGE SEVEN

WHITE WARE—HUDSON SHAPE

1. OVAL VEGETABLE DISH, OPEN
2. BOWL, 1½ PINT
3. PICKLE DISH
4. CREAM PITCHER
5. SUGAR BOWL
6. SOUP PLATE
7. COVERED BUTTER DISH
8. SALAD BOWL
9. OAT MEAL
10. DESSERT DISH
11. BUTTER PAD
12. TEA CUP AND SAUCER
13. DINNER PLATE
14. MEAT PLATTER
15. COVERED VEGETABLE DISH
16. OYSTER OR SOUP TUREEN, WITH LADLE
17. GRAVY BOAT



SUBSTANTIAL business blocks in Newell.

WHITE WARE
HUDSON SHAPE



2



3



4



5



6



7



8

10



12



13



14



15



16



F. & S. CO. LTD.

The GREATEST CHINA FACTORY ~ IN THE WORLD ~

Some idea of the extent of the factory at Newell may be gathered from the fact that it contains more than fifteen acres of floor space. Several of the work-rooms and warehouses exceed two city blocks in length.

The Homer Laughlin China Co. has eighteen hundred well-paid employees. They produce each year forty-five million pieces of china-ware, or enough in two years to supply one piece of china to every man, woman and child in the United States.

Instead of the modest two-kiln plant with which the Laughlin Brothers started in 1871, there are now in operation sixty-two general ware kilns and forty-eight decorating kilns—a total of one hundred and ten kilns.

During this rapid growth quality has kept pace with quantity. Every year has seen a distinct advance in beauty of form and decoration, or in the quality of the ware itself. In 1871 the factory produced only common yellow or Rockingham ware. Today Homer Laughlin China has come to be recognized as a standard of beauty and excellence. It graces the tables of people of refinement, both rich and poor, throughout the United States.

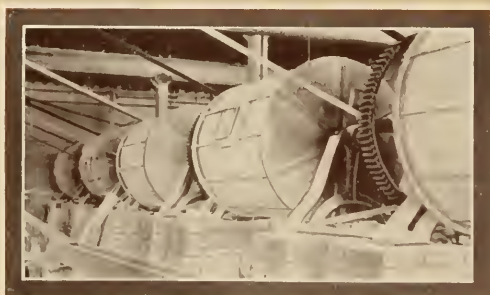
How China is Made

Many different kinds of raw materials are required to produce the clay from which china is formed, and these ingredients come from widely separated localities. None of them is found near Newell. Clays from Florida, North Carolina, Cornwall and Devon. Flint from Illinois and Pennsylvania. Boracic acid from the Mojave Desert and Tuscany. Cobalt from Ontario and Saxony. Feldspar from Maine. All these and more must enter into the making of every piece of Homer Laughlin China.

These materials are reduced to fine powder and stored in huge bins. Between these bins, on a track provided for the purpose, the workmen push a car which



MILL for pulverizing materials.



GRINDERS for reducing glazing materials.

ARTICLES SHOWN ON PAGE NINE

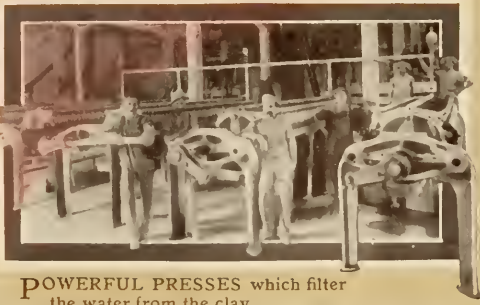
PATTERN G-1601

1. TEA CUP AND SAUCER
2. SAUCE TUREEN WITH LADLE
3. CAKE PLATE
4. DINNER PLATE
5. COVERED VEGETABLE DISH

PATTERN G-1301




HORN & MACHIN



POWERFUL PRESSES which filter the water from the clay.

bears a great box. Under this box is a scale for weighing the exact amount of each ingredient as it is put in, for too much of one kind of clay or too little of another would seriously impair the quality of the finished china. From bin to bin this car goes, gathering up so many pounds of this material and so many

pounds of that, until its load is complete. Then it is dumped into one of the great round tanks called "blungers," where big electrically driven paddles mix it with water until it has the consistency of thick cream. From the blungers this liquid mass passes into another and still larger tank, called a "rough agitator," and is there kept constantly in motion until it is released to run in a steady stream over the "sifters."

Cleaning the Clay

These sifters are vibrating tables of finest silk lawn, very much like that used for bolting flour at the mills. The material for china making strains through the silk, while the refuse, including all foreign matter, little lumps, etc., runs into a waste trough and is thrown away. From the sifters the liquid passes through a square box-like chute, in which are placed a number of large horseshoe magnets, which attract to themselves and hold any particles of harmful minerals which may be in the mixture. After



MOLDING DISHES. The racks to the left are full of molds on which the clay is drying.

leaving the magnets the fluid is free from impurities, and is discharged into another huge tank called the "smooth agitator." While the fluid is in this tank a number of paddles keep it constantly in motion.

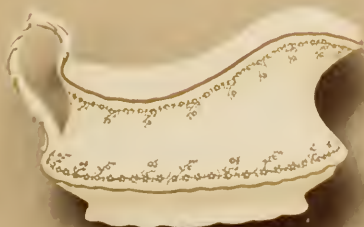
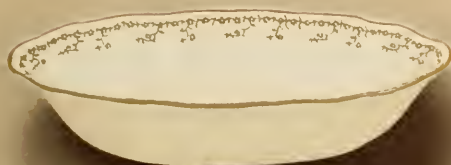


ANOTHER vista in the clay modeling department. Here the more difficult pieces, such as sugar bowls and covered dishes, are made.

ARTICLES SHOWN ON PAGE ELEVEN

PATTERN H-111

1. TEA CUP AND SAUCER
2. DINNER PLATE
3. OVAL VEGETABLE DISH, OPEN
4. COVERED VEGETABLE DISH
5. GRAVY BOAT



From the smooth agitator the mixture is forced under high pressure into a press where a peculiar arrangement of steel chambers packed with heavy canvas allows the water to escape, filtered pure and clear, but retains the clay in discs or leaves weighing about thirty pounds each. From the presses this damp clay is taken out to the "pug mills," where it is all ground up together, reduced to a uniform consistency, and cut into blocks of convenient size. It is now ready to use. Automatic elevators carry it to the workmen upstairs.

Molding Dishes

The exact process of handling the clay differs with articles of different shapes. Some are molded by hand in plaster of paris molds of proper shape, while others are formed by machine. To make a plate, for example, the workman takes a lump of clay as large as a teacup. He lays this on a flat stone, and with a large, round, flat weight, strikes it a blow which flattens the material out until it resembles dough rolled out for cake or biscuits, only instead of being white or yellow it is of a dark gray color. A hard, smooth mold exactly the size and shape of the inside of the plate is at hand. Over this the workman claps the flat piece of damp clay. Then the mold is passed on to another workman, who stands before a rapidly revolving pedestal, commonly known as the potter's wheel. On this wheel he places the mold and its layer of clay. He then pulls down a lever to which is attached a steel scraper. As the plate rapidly revolves, this scraper cuts away the surplus clay, and gives to the back of the plate its proper form. The plate, still in its mold, is placed on a long board, together with a number of others, and shoved

into a rack to dry. One workman with two helpers will make 2,400 plates per day. It is fascinating to watch the molders' deft hands at work swiftly changing a mass of clay into perfectly formed dishes. Such skilled workmen are naturally well paid.



INTERIOR of a kiln, showing how the "saggers" are packed for firing.



TAKING dishes from the kilns.

ARTICLES SHOWN ON PAGE THIRTEEN

PATTERN G-302

1. TEA CUP AND SAUCER
2. BOSTON EGG CUP
3. CREAM PITCHER
4. SUGAR BOWL
5. COVERED VEGETABLE DISH
6. DINNER PLATE

PATTERN G-302




HORN & SONS



BACK VIEW of East Liverpool plant.

Baking a Dish

When the clay is sufficiently dry, the plate is taken from its mold, the edge smoothed and rounded, and any minor defects remedied. It is then placed in an oval shaped clay receptacle called a "sagger," together with about two dozen of its fellows, packed in fine sand, and placed in one of the furnaces or kilns. Each kiln will contain on an average two thousand saggars. When the kiln is full the doorway is closed and plastered with clay, the fires started, and the dishes subjected to terrific heat for a period of forty-eight hours. The fuel used is natural gas, piped one hundred miles from wells 2,000 feet deep. Natural gas gives an intense heat, and yet is always under perfect control—features which are vital in producing uniformly good china.

When the plate is taken from the kiln after the first baking, it is pure white, but of dull, velvety texture, and is known as bisque ware.

Glazing

In order to give it a smooth, high finish, the plate is next dipped into a solution of white lead, borax and silica, dried, placed in a kiln and again baked. When it is taken out for the second time it has acquired that beautiful glaze which so delights the eye. In this condition it is known as "plain white ware," and is finished, unless some decoration is to be added.



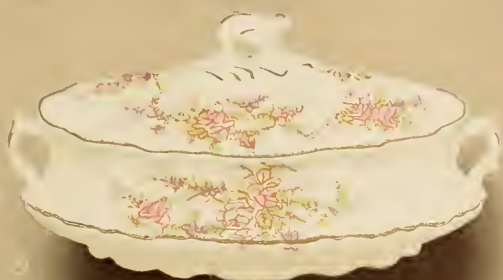
WHERE plates are dipped in the glazing solution.

ARTICLES SHOWN ON PAGE FIFTEEN

PATTERN H-1804

1. TEA CUP AND SAUCER
2. PITCHER, 3 PINTS
3. COVERED VEGETABLE DISH
4. SALAD BOWL
5. DINNER PLATE

PATTERN H-1804



ROYAL DAPPLIN

Gold Stamping

Most people are surprised to learn that the greater part of the gold which adorns dishes is put on by a simple rubber stamp. Two preparations of gold are used. One is a commercial solution called "liquid bright gold," the other is very expensive, and is simply gold bullion melted down with acids to the right consistency. In one year the Homer Laughlin China Company uses nearly \$60,000.00 worth of prepared gold. As nearly as can be estimated it requires about 250 pounds of pure gold bullion to produce this.



A SECTION of the decorating department. More than four hundred decorators are employed.

Decorating

Decorating in colors is now done almost exclusively by decalcomania art transfers. These are made principally in Europe, but owing to the vast quantities used by the Homer Laughlin China Company it has first choice of any new designs offered, being given preference over even the celebrated potteries of France and Germany.

After the gold and colors are applied, the China must again go through the oven's heat for a period of twelve hours. Then the piece, finished at last, is ready to grace your table. The dull gray clay has become beautifully finished china, which will delight alike the housekeeper and her guests.

© HOW TO SELECT CHINA ©

The only sure test for good China is service. Beautifully finished dishes of some makes promptly succumb to ordinary wear and the attacks of table cutlery, because the glaze is too soft. Other dishes soon craze; this is the term applied to the innumerable fine cracks, crisscrossed like cobwebs, which appear on poor china. In



A N inviting driveway in Newell Park.

ARTICLES SHOWN ON PAGE SEVENTEEN

PATTERN G-1703

1. TEA CUP AND SAUCER
2. DINNER PLATE
3. COVERED VEGETABLE DISH
4. SALAD
5. MEAT PLATTER

PATTERN C-1703




TONE'S CO. LTD.

the cracks, dirt and grease quickly find lodgment, and the plate becomes discolored, unsightly and insanitary. Some China, particularly that which is very translucent, is so hard that it cracks quite easily from a blow or from sudden contact with hot water. Still other wares are so soft as to chip almost at a touch.

This is not to be wondered at. It requires infinite care in every detail to produce a good piece of china. The materials must be right. They must be properly proportioned, mixed and prepared. The baking must be exactly right in both intensity of heat and duration. The glaze must be very carefully prepared and baked. Neglect either of these things and the china will be defective, although such defects cannot usually be detected until the dish is used.

A Practical Test

It is such considerations as these which make the reputable manufacturer's trade-mark on a piece of china of importance to you. Even a china expert cannot detect such faults in new china, so the trade-mark is the only guarantee that these faults do not exist. Years ago the Homer Laughlin China Co. met these obstacles and overcame them. The present product is the result of forty years of experience in china making.

You will find it an interesting experiment to go to your own china closet and examine the different brands of china which have been in use in your family for some years. Among these dishes you will undoubtedly find some pieces bearing the Homer Laughlin trade-mark. Compare these with dishes of other makers which have seen like service. Then you will realize at once why Homer Laughlin China is so tremendously popular. Incidentally you may be proud to know that Homer Laughlin China — an American product — will give more than double the service of any foreign made china.



FEEDING the seals, Newell Park.



THE fountain, Newell Park

ARTICLES SHOWN ON PAGE NINETEEN

PATTERN H-135

1. TEA CUP AND SAUCER
2. DINNER PLATE
3. COVERED VEGETABLE DISH
4. CREAM PITCHER
5. SUGAR BOWL



Beauty, Serviceableness and Artistic Worth

Aside from its trustworthiness, there is no more beautiful china made than the Homer Laughlin product. The glaze is pure white, clear, and of high finish. The patterns are chaste and serviceable. In decorations we have first choice of both European and American designs, because of the enormous quantity used.

A woman's refinement and good taste are judged quite as much by the china she uses as by any other one thing. Now in most lines of china you will find it necessary to first eliminate the undesirable patterns and decorations, then choose from those remaining. In Homer Laughlin China you might choose from the entire line with your eyes shut, and still be sure of selecting a pattern which would be in perfect taste.

It is also worthy of note that you will find daintiness and good taste prevailing throughout the low-priced sets as well as in the more expensive ones. In fact, it is entirely unnecessary to spend a large amount in order to beautify your table with attractive china. Ask your dealer to show you the different designs he has in Homer Laughlin china. You will find that those designs which are most attractive are still so low in price as to attract the most careful buyers.

Some Points Worth Remembering

Many housewives make their dining rooms more attractive by purchasing china, the decorations of which harmonize with the furnishings of the room. The care used in decorating Homer Laughlin china makes it easy for the purchaser to select a design which will be in perfect accord with its surroundings.

In most instances your dealer will have Homer Laughlin China in open stock patterns. You may buy an entire dinner set at one time, or buy only a few pieces and add to these from time to time as your inclination or needs may prompt. This also gives you the great advantage of being able to replace any broken pieces promptly, and thus keep your set intact.



RUSTIC bridge and pleasant paths in Newell Park.



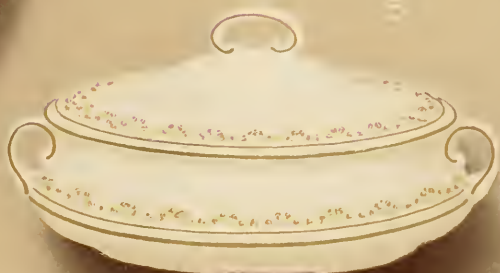
A CORNER of the factory at East Liverpool, O.

ARTICLES SHOWN ON PAGE TWENTY-ONE

PATTERN G-1305

1. TEA CUP AND SAUCER
2. CREAM PITCHER
3. SUGAR BOWL
4. DINNER PLATE
5. COVERED VEGETABLE DISH
6. TEA POT

PATTEIN 0-1705



JOHN L. WATKINS



CHILDREN of employes at play in Newell Park. Health, happiness and intelligence are fostered by right living conditions.

°°° THE CARE OF CHINA °°°

As with most other things, there is a right and a wrong way of using china.

Good China will not chip or crack easily, still any ware will eventually succumb to hard usage. A little care and a little acquired dexterity in handling dishes will save you much of the annoyance of broken and chipped china.

Always wash your dishes with some mild cleansing agent, similar to Ivory soap. Soft soap, or ordinary dark laundry soap, containing an excess of lye, will quickly eat away the best of gold and decorations and even attack the glaze.

Avoid placing your dishes in a hot oven or on the stove. They may become superheated, discolored, and cracked.

Rough or gritty substances, used in washing or polishing plates, will scratch the glaze, destroying its beauty.

Learn to know your china by name, and give it reasonable care and attention. You will be repaid by having a more inviting table.



CORNER of Deer Park, Newell.

ARTICLES SHOWN ON PAGE TWENTY-THREE

PATTERN G-1705

1. AFTER DINNER COFFEE CUP AND SAUCER
2. TEA CUP AND SAUCER
3. GRAVY BOAT
4. COVERED VEGETABLE DISH
5. DINNER PLATE

PATTERN G-705




HOBBS & WATSON

-- A PARTING WORD --

We have tried to make this booklet so attractive, so interesting and so instructive that you would find it worthy of a permanent place in your library. We hope it will at least bring to you some additional knowledge and appreciation of good china.

Beautiful china is an important factor in home life. It lends added good cheer to the dining-room, and thus promotes the welfare of the family; for in the dining-room the family is most often gathered together, and it is there that we offer our guests substantial entertainment.

The few designs illustrated in these pages will suggest the high quality which distinguishes all of our goods. It is not necessary to purchase expensive china in order to get chaste patterns and charming designs. Some sets shown herein are very moderate indeed in price.

On the under side of practically every piece made by us is the Homer Laughlin trade-mark, usually accompanied by the name of the pattern. A comparison between the wares offered for sale will generally show that those pieces bearing the Homer Laughlin brand are decidedly superior in pattern, finish and decoration.

We counsel you to examine your china, note its peculiarities, consider the service it renders, and familiarize yourself with the imprints of various makers. You will soon conclude that it will pay, both in money and in satisfaction, to purchase only Homer Laughlin China.

The Homer Laughlin China Co.

Newell, West Virginia.





